

How to Organise a Successful School Movie Night

What is a Movie Night Fundraiser?

A Movie Night is a simple and enjoyable fundraising event where children, parents, and teachers gather to watch a popular family-friendly film. With a small entry fee and sales of refreshments like popcorn and drinks, a movie night can generate funds for your school while offering an evening of entertainment for the community.



Step-by-Step Guide to Organising a Movie Night

1. Choose a Film

Start by selecting a suitable movie for your audience:

- **Family-Friendly:** Choose a film that appeals to all ages, such as a recent animated film, a family classic, or a seasonal favourite.
- **Licensing:** Ensure that you have the proper licence to show the film. You can obtain a licence through organisations such as [Filmbankmedia](https://www.filmbankmedia.com/) or [MPLC](https://www.mplc.co.uk/) for public screenings.

2. Set a Date and Time

Pick a time that maximises attendance:

- **Weekday Evenings or Weekends:** Choose a time after school on a weekday or in the early evening on a Friday or Saturday.
- **Consider the Age Group:** For younger children, choose an earlier time (around 5-6 pm) so families can attend without staying too late.

3. Organise the Venue

Prepare the venue for a cinema-like experience:

- **School Hall or Auditorium:** The school hall or a large classroom works well for the movie screening. Ensure there's enough space for seating and equipment.
- **Projector and Sound System:** Set up a projector and a good-quality sound system to create a true movie-going atmosphere. Test the equipment beforehand to avoid any issues.

4. Set Entry Fees

Charge a small fee for entry to raise funds:

- **Affordable Pricing:** Keep the ticket prices reasonable to encourage families to attend, such as £2-£5 per person or £10 per family.
- **Pre-Sale and At-the-Door Tickets:** Sell tickets in advance through the school or online to guarantee attendance. Have volunteers selling tickets at the door as well.

5. Plan Refreshments

Boost your fundraising by selling snacks and drinks:

- **Popcorn, Drinks, and Sweets:** Set up a refreshments stand offering popcorn, crisps, drinks, and sweets. You can sell these for a small profit, enhancing the movie experience.
- **Themed Snacks:** If the movie is themed (e.g., a space film), you could offer creatively named snacks to add excitement, like "Galaxy Popcorn" or "Meteorite Cookies."

6. Promote the Event

Ensure the whole school community knows about the event:

- **Posters and Flyers:** Display posters around the school and send flyers home with children to advertise the event. Use eye-catching designs related to the chosen movie.

- **Social Media and Newsletters:** Announce the event on the school's social media pages and include it in the school newsletter with all the necessary details, like the movie, date, time, and cost.

7. Set Up the Event

On the day of the event, prepare the space:

- **Seating Arrangement:** Use chairs, bean bags, or mats to create comfortable seating for children and families. Arrange them in rows or clusters to fit as many attendees as possible.
- **Decorations:** Create a festive atmosphere with posters of the movie or fairy lights to enhance the cinema experience. You can also offer themed decorations to match the movie.

8. Run the Movie Night

During the event:

- **Ticket Collection:** Have a volunteer at the entrance collecting tickets or selling last-minute entry tickets.
- **Refreshment Sales:** Set up a concession stand where attendees can purchase popcorn, drinks, and other treats before and during the movie.
- **Enjoy the Film:** Once everyone is seated, dim the lights and start the movie. Encourage families to relax and enjoy the show.

9. Wrap Up and Clean Up

After the movie:

- **Thank Attendees:** Thank everyone for attending and supporting the school. Let them know how much was raised and what the funds will be used for.
- **Clean Up:** Organise a team of volunteers to help tidy up the venue, picking up any leftover rubbish and restoring the seating area.

10. Reflect and Plan for Future Events

Once the event is over:

- **Gather Feedback:** Ask families and volunteers for feedback on the event to help improve future movie nights.

Tips for Success

- **Create a VIP Experience:** Offer VIP tickets that include premium seating and snacks for an extra cost.
- **Dress the Part:** Encourage children to wear pyjamas or bring blankets to make it feel like a cosy movie night.

Final Thoughts

A Movie Night fundraiser is a simple and enjoyable way to bring the school community together while raising money for a great cause. With minimal effort and a welcoming atmosphere, your school can host a successful event that families will love.



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